

## Lexis® InterAction®

Be ready for the GDPR while boosting  
your marketing and business development



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Implementing the requirements of the General Data Protection Regulation (GDPR) in your firm's customer relationship management (CRM) software could prove a painful, time-consuming process. But it doesn't have to be.

As used by 61 of the UK's top 100 law firms, the Lexis InterAction CRM and business development suite gives you targeted functionality to help you move towards GDPR compliance more easily. At the same time, it supports you in building stronger relationships with clients and delivering profitable revenue growth.

### Achieve transparency and accuracy with your data

The first principle of the GDPR is that personal data shall be "processed lawfully, fairly and in a transparent manner in relation to the data subject". This means you need to be able to demonstrate why you are processing someone's data. Making sure that data is accurate and up-to-date is another key requirement of the GDPR.

Of course, understanding why you hold the data you hold on prospects and customers, whilst ensuring it's accurate and up-to-date, affords benefits beyond compliance. In addition to helping reduce the cost of database maintenance, high-quality data underpins marketing campaigns that deliver strong ROI.

InterAction helps you meet your obligations in these key areas in the following ways:

- **Identifying issues in your existing customer data** by finding incomplete records and contacts through extended searches and reports. This can help you, for example, identify people who you may no longer have a legitimate reason to hold data about, or who may not have provided consent for you to hold or process their data.
- **Enforcing higher-quality customer data at the point of entry** through specifying which fields must be completed before a new individual's data can be entered into your database. This is one easy step you can implement to help maintain the quality of your customer data or prospects too.
- **Recording the origin and purpose of the data you hold** with customisable fields. This helps you demonstrate that you're processing personal data in accordance with the GDPR, but can also help you to conduct more targeted sales and marketing activities through intelligent use of data.



## The right to be forgotten

Additionally, the GDPR includes a right to erasure (aka the 'right to be forgotten'), obliging you to remove from your system, on request, the personal data you hold on an individual. So, to aid easier compliance, your CRM system should let you discover and erase such data quickly and simply.

InterAction makes it easy to implement the right to be forgotten through:

- **Contact suppression**, which removes contact data from the database.
- **Preventing re-entry of erased contacts** to ensure that contacts who have requested to be forgotten do not get contacted again in future.
- **Providing the ability to 'reinstate' a contact as a new contact**, if required.

## Business development and relationship management post-GDPR

Once you're ready for GDPR, how can InterAction help support your team in building client relationships and bringing in new business in less time?

### Identify new opportunities more easily

InterAction helps you spot opportunities that might otherwise slip beneath the radar by scoring the strength of contact relationships in your database so you can more easily identify promising targets. Not only does it help you discover these targets, but it also makes recommendations for business development activities that are likely to achieve the greatest impact.

### Close more deals and drive profitable growth

InterAction helps you evaluate the effectiveness of different approaches to business development, so your team can work more productively. Its analytical models and tools help you correlate business development activities with measurable outcomes, helping you to improve your effectiveness.

### Support joined-up, firm-wide relationship management

InterAction provides a single source for contact data that's available across your firm and is accessible from any device with InterAction Mobility. This enables different individuals to reach out to prospects and customers in full awareness of any existing relationships or open opportunities. It supports your firm in its desire to present a professional, joined-up brand impression and enhance its reputation.

## Any questions?

Contact your account manager today for more information on how InterAction can help your firm with its GDPR compliance work while helping you bring in more business.



## Contact Us >

**Lexis**<sup>®</sup>InterAction<sup>®</sup>

### For more information

To find out more about **LexisNexis InterAction** and to discuss your company's specific business requirements, please visit [www.lexisnexis-es.co.uk](http://www.lexisnexis-es.co.uk), e-mail [salesinfo@lexisnexis.co.uk](mailto:salesinfo@lexisnexis.co.uk) or call **+44 (0) 1132 262065** to speak to a LexisNexis Enterprise Solutions consultant.



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